



## British Life on the Home Front: World War I Museum of Brands Worksheet

Move through the Time Tunnel to the section on Britain in the 1910s. The following questions relate to items found in this section of the collection (specifically 1914-18).

## Propaganda

Propaganda is information and ideas that are distributed with the intention of influencing points of view and furthering political causes. It was used by the government during WWI to influence the way people thought about the war and what they believed. Propaganda appeared not just on posters, but in a variety of everyday items including food packaging, children's toys, and board games.

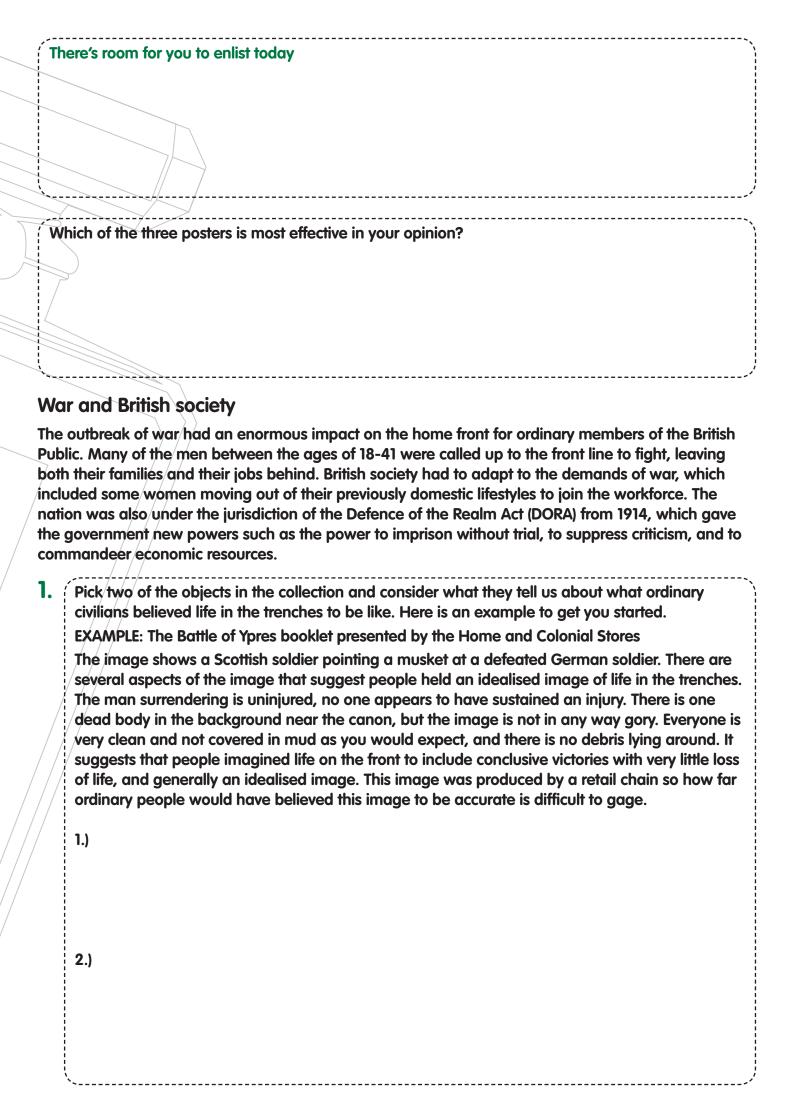
write down what messages you think they are trying to communicate to the British Public.

Pick one example of propaganda from the display case for each of the following categories and

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<i>(</i>	Propaganda on food packaging	-	 ,
Food brand:			
What message does it communicate?			
How are imagery and text used to communicate this message?			

Propaganda on the cover of children's books		\ '
Title of children's book:		
What message does it communicate?		
How are imagery and text used to communicate this message?		

/	Duan manufar on board annoc
; 	Propaganda on board games
Name of the board game:	
What message does it communicate?	
How are imagery and text used to communicate this message?	
War Map on the bottom she of the company to its custor	ad best known for producing stock cubes. Have a look at the OXO elf of the display case. Branding is all about presenting an image mers and is often used to build a company's reputation. With this in O chose to produce a map like this?
In comparison to the French Kitchener needed to find a Next to the display of toys of same purpose of persuading propaganda tool, emotions public. Imagine you are a y	214 the British Army had approximately 710,000 men at its disposal. In and German armies this number was considered too small, so Lord way to persuade more men to enlist in the army. In and games there are three propaganda posters. They share the agyoung men to enlist in the army. To do so they use an important all appeal. The posters are designed to play with the emotions of the oung man living in Britain in 1914, and for each of the three posters d have made you feel and why.
Forward! Forward to victory, en	list now!
	<u>}</u>
Daddy, what did you do in the	Great War?



	Consider to what extent the museum's collection of WWI artefacts reflect this changing role. For instance, there a several images of women within the WWI section of the collection, what kinds of roles are the women serving? Write down which object it is and describe the image of
3.	In 1916 conscription was introduced in Britain, requiring men between the ages of 18-41 to join the army. With a large proportion of the male workforce leaving their jobs to join the war, farms and factories were left without a sufficient number of workers. Women started to take over men's roles in these industries, and the traditionally domestic role of women began to be transformed.
	3.)  B) What are some of the limitations of the board games as a source?
	2.)
	1.)
	A) There are a number of war-themed board games and jigsaws within the WWI collection. Which features of this collection of games do you find most revealing of popular attitudes and ideas about the war? List three features and what is it you think they tell us about popular attitudes to the war.